
WISN-TV
(Milwaukee, WI)

**ELECTRONIC
POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

REPUBLICAN NATIONAL COMMITTEE

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

7/27/12 - 8/10/12

Initials

- | | | | |
|----|---|---------------------|-----------|
| 1. | <u>Executed</u> Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>8/9/12</u> | <u>EC</u> |
| 2. | Original contract showing requested time (when available) | Date: <u>8/9/12</u> | <u>EC</u> |
| 3. | Updated contracts as order changes. | Date: <u>8/9/12</u> | <u>EC</u> |
| 4. | Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any | Date: _____ | _____ |

Checklist Completed:

By: _____

Date: _____

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WISN</u>	Date: <u>7/25/12</u>
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I, Jon Ferrell
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges: <u>\$1,020.00</u>

This broadcast time will be used by: Republican National Committee- IE

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input checked="checked" type="checkbox"/> Yes <input type="checkbox"/> No </p>	
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7-12-12
Date

John Feull
Signature

703-683-4877

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTISN	Date: 8/1/12
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I, Jon Ferrell
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges: \$977.50

This broadcast time will be used by: Republican National Committee- IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

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TO BE SIGNED BY ISSUE ADVERTISER

7-12-12 *John Feuell* 703-683-4877
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

AS _____ _____
Signature Printed Name Title



WISN TV
759 N. 19th Street
Milwaukee, WI 53233
(414)342-8812

www.wisn.com

CONTRACT

<u>Contract / Revision</u> 936918 /		<u>Alt Order #</u> 06254144
<u>Product</u> RNC		
<u>Contract Dates</u> 07/27/12 - 08/10/12		<u>Estimate #</u> 2894
<u>Advertiser</u> Republican National Committee		<u>Original Date / Revision</u> 07/26/12 / 07/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISN	<u>Account Executive</u> Will Hildebrandt	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 21.40
<u>IDB#</u>	<u>Advertiser Code</u> 20	<u>Product Code</u> 455
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	WISN	07/27/12	08/05/12	Late News Sa 10pm	10-1035p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$450.00	4.20			
Week:		07/30/12	08/05/12	-----1-				1	\$450.00	4.20			
2	WISN	07/30/12	08/05/12	Sat GMA	6-7a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-				1	\$300.00	3.20			
3	WISN	07/27/12	07/29/12	News Sat 7-9a	7-9am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----1-				1	\$350.00	3.40			
4	WISN	07/27/12	08/05/12	News Sun 530pm	530-6p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----1				1	\$400.00	3.20			
Week:		07/30/12	08/05/12	-----1				1	\$400.00	3.20			
Totals												6	\$2,350.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 -07/29/12	3	\$1,200.00	\$1,020.00
07/30/12 -08/05/12	3	\$1,150.00	\$977.50
Totals	6	\$2,350.00	\$1,997.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Orchard, Kevin D

From: Arbucias, Anthony
Sent: Friday, July 27, 2012 12:45 PM
To: WISN, TVTraffic; Ferguson, Jason K; Orchard, Kevin D
Subject: RE: RNC Traffic Instructions for WISN

approved

Anthony Arbucias
General Sales Manager
WISN-TV / WISN.COM
(414) 937-3310



HEARST *corporation*

From: WISN, TVTraffic
Sent: Thursday, July 26, 2012 8:57 AM
To: Arbucias, Anthony; Ferguson, Jason K; Orchard, Kevin D; Woodson, Brigitte; Peters, Shelley A; 'Hildebrandt, Will (CMG-HRP)' (whildebrandt@hrprep.com)
Subject: FW: RNC Traffic Instructions for WISN

Good morning,

Attached is the traffic and proxy for RNC which is ordered to begin tomorrow. There currently is not an order in Wide Orbit or Medialine for RNC.

Please let me know when the spot has been approved.

Thank you,
Michele

Michele C. Koehler
WISN-TV Traffic/National Assistant
759 N. 19th St.
Milwaukee, WI 53233-2715
P: 414.937.3176
F: 414.342.6844
www.wisn.com

From: extremereach@extremereach.com [<mailto:extremereach@extremereach.com>]
Sent: Wednesday, July 25, 2012 8:03 PM

To: WISN, TVTraffic
Subject: RNC Traffic Instructions for WISN



Priority Level:	Normal
Notification Type:	Traffic Instructions
Delivery Type:	Digital Delivery
Estimated Arrival:	Available Now

Hello,

The following RNC traffic instructions have been sent to you by Heather Ray at NMRPP via Extreme Reach. To view the traffic instructions, [click here](#).

Important: By viewing this notification you acknowledge to the advertiser that you have received these traffic instructions. These traffic instructions will remain available for review at any time in your Extreme Reach account. If you have any questions or issues regarding this notification, please contact Extreme Reach Customer Service and Support at 877-769-9382 (toll free) or support@extremereach.com.

Order Information

Order Number:	181493-273675
Trafficked By:	Heather Ray at NMRPP
Advertiser:	RNC
Order Date/Time:	
Campaign Name:	
Campaign #:	
Estimate #:	
Comments:	Please contact Extreme Reach at support@extremereach.com or 877-769-9382 if you have any questions regarding this order.
Destinations:	WISN

You can also [LOGIN to your Extreme Reach account](#) to view/download the spots for this order. You can also check your latest [My Spot Rewards™](#) tally!

Traffic Details

Additional traffic details may be found on the attached document [7-25-12 RNC Again 100.docx](#)

Note: If the traffic instructions link above does not work copy-paste the following link into the address bar of your web browser to view the traffic instructions.

<http://app.extremereach.com/Media/Download/B4C8551F-52A2-4202-A483-EED093A2957D>

ORDER



Orders
Order / Rev: 936918 - 1
Alt Order #: 06254144
Product Desc: RNC
Estimate: 2894
Flight Dates: 07/27/12 - 08/10/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: GENERAL

WISN TV

Primary AE: Will Hildebrandt
Sales Office: H -DC
Sales Region: NAT

Agency
Name: National Media Research Planning
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Republican National Committee
Demographic: A35-64
Product Codes: PLI Party Generic/Other
Priority: P-6
Revenue Codes: POL, GENL, PLTCS

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	3	\$1,200.00	\$1,020.00
07/30/12	08/05/12	2	\$750.00	\$637.50
08/06/12	08/10/12	1	\$400.00	\$340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	3	\$1,200.00	\$1,020.00	10.80
August 2012	3	\$1,150.00	\$977.50	10.60
Totals	6	\$2,350.00	\$1,997.50	21.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WISN TV	40%	\$2,350.00
Market	100%	\$5,875.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKNO	0%	\$0.00
WCGV	0%	\$0.00
WDJT	0%	\$0.00
WITI	25%	\$1,468.75
WPXE	0%	\$0.00
WTMJ	0%	\$0.00
WVTV	35%	\$2,056.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WISN	07/27/12	08/05/12	Sa 10-1035p Late News Sa 10pm	CM	10-1035p	-----1-	:30	1	\$450.00	P-6	4.20	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----1-			1			\$450.00		4.20			
Week:		07/30/12	08/05/12	-----1-			1			\$450.00		4.20			
2	WISN	07/30/12	08/05/12	Sat GMA Sat GMA	CM	6-7a	-----1-	:30	1	\$300.00	P-6	3.20	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----1-			1			\$300.00		3.20			

Order / Rev: 936918 - 1
Alt Order #: 06254144
Flight Dates: 07/27/12 - 08/10/12

Advertiser: Republican National Committee
Product Desc: RNC
Estimate: 2894

WISN TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WISN	07/27/12	07/29/12	News Sat 7-9a News Sat 7-9a	CM	7-9am	-----1-	:30	1	\$350.00	P-6	3.40	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-----1-			1		\$350.00	3.40					
N 4	WISN	07/27/12	08/05/12	Sun 530-6p News Sun 530pm	CM	530-6p	-----1	:30	1	\$400.00	P-6	3.20	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		07/23/12	07/29/12	-----1			1		\$400.00	3.20					
Week:		07/30/12	08/05/12	-----1			1		\$400.00	3.20					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WISN	07/30/12-08/05/12		Sun 530-6p	530-6p		-----Su	:30		(\$400.00)		3.20	NM		
See MG 4.3															
[Breaking News]															
3	WISN	08/10/12-08/10/12		NIGHTLINE	11p-1130p		-----F----	:30		\$400.00		3.20	NM		
Ⓜ MG for 4.2 08/05															
Totals													6	\$2,350.00	